



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
566678 /	07895031
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	12/11/884
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/17/12 / 08/17/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EDM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
1 3	08/15/12	08/19/12	NewsChannel 3 News	5-6am			:30			NM	6	\$1,440.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	--222--		6					\$240.00			
2 3	08/20/12	08/21/12	NewsChannel 3 News	5-6am			:30			NM	4	\$960.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/20/12	08/26/12	22-----		4					\$240.00			
3 3	08/15/12	08/19/12	Newschannel 3 News	6-7am			:30			NM	6	\$2,190.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	--222--		6					\$365.00			
4 3	08/20/12	08/21/12	Newschannel 3 News	6-7am			:30			NM	4	\$1,460.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/20/12	08/26/12	22-----		4					\$365.00			
5 3	08/15/12	08/19/12	CBS This Morning	7-9a			:30			NM	6	\$1,680.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	--222--		6					\$280.00			
6 3	08/20/12	08/21/12	CBS This Morning	7-9a			:30			NM	4	\$1,120.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/20/12	08/26/12	22-----		4					\$280.00			
7 3	08/18/12	08/18/12	Early Show Saturday	9-11am			:30			NM	1	\$200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	-----S-		1					\$200.00			
8 3	08/19/12	08/19/12	CBS Sunday Morning	9-1030am			:30			NM	1	\$485.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	-----5		1					\$485.00			
9 3	08/15/12	08/19/12	Let's Make A Deal	9am			:30			NM	3	\$1,245.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	--111--		3					\$415.00			
10 3	08/20/12	08/21/12	Let's Make A Deal	9am			:30			NM	2	\$830.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/20/12	08/26/12	11-----		2					\$415.00			
11 3	08/15/12	08/19/12	Price Is Right	11am-12n			:30			NM	3	\$1,665.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>			
Week: 08/13/12	08/19/12	--111--		3					\$555.00			

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Contract / Revision 568678 /	Alt Order # 07895031
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Contract Dates 08/15/12 - 08/21/12	Product Crossroads GPS	Estimate # 12/11/884
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Advertiser Crossroads GPS	Original Date / Revision 08/17/12 / 08/17/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Amount
12 3	8	08/20/12	08/21/12	Price Is Right	11am-12n		:30			NM	2 \$1,110.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$555.00			
13 3	8	08/15/12	08/19/12	Newschannel 3 News	12n-1230pm		:30			NM	3 \$1,245.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$415.00			
14 3	8	08/20/12	08/21/12	Newschannel 3 News	12n-1230pm		:30			NM	2 \$830.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$415.00			
15 3	8	08/15/12	08/19/12	CBS Daytime	1228-3pm		:30			NM	9 \$4,995.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--333--	9				\$555.00			
16 3	8	08/20/12	08/21/12	CBS Daytime	1228-3pm		:30			NM	6 \$3,330.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	33-----	6				\$555.00			
17 3	8	08/15/12	08/19/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3 \$1,185.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$395.00			
18 3	8	08/20/12	08/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2 \$790.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$395.00			
19 3	8	08/15/12	08/19/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	3 \$840.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$280.00			
20 3	8	08/20/12	08/21/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	2 \$560.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$280.00			
21 3	8	08/15/12	08/19/12	Newschannel 3 News	5-530pm		:30			NM	3 \$1,395.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$465.00			
22 3	8	08/20/12	08/21/12	Newschannel 3 News	5-530pm		:30			NM	2 \$930.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$465.00			
23 3	8	08/15/12	08/19/12	Newschannel 3 News	530-6pm		:30			NM	3 \$1,305.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$435.00			
24 3	8	08/20/12	08/21/12	Newschannel 3 News	530-6pm		:30			NM	2 \$870.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$435.00			
25 3	8	08/15/12	08/19/12	Newschannel 3 News	6-630pm		:30			NM	3 \$1,515.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	--111--	3				\$505.00			
26 3	8	08/20/12	08/21/12	Newschannel 3 News	6-630pm		:30			NM	2 \$1,010.00
Week: 08/20/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/26/12	11-----	2				\$505.00			
27 3	8	08/19/12	08/19/12	Newschannel 3 News	630-7pm		:30			NM	1 \$200.00
Week: 08/13/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/19/12	-----S	1				\$200.00			
28 3	8	08/15/12	08/19/12	7-730pm	7-730pm		:30			NM	3 \$1,755.00

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Contract / Revision	Alt Order #
566678 /	07895031

Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	Crossroads GPS	12/11/884

Advertiser	Original Date / Revision
Crossroads GPS	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
Week: 08/13/12		08/19/12		--111--				3	\$585.00		
29 3	08/20/12	08/21/12	7-730pm		7-730pm		:30			NM	2 \$1,170.00
Week: 08/20/12		08/26/12		11-----				2	\$585.00		
30 3	08/15/12	08/19/12	730-8pm		730-8pm		:30			NM	3 \$1,665.00
Week: 08/13/12		08/19/12		--111--				3	\$555.00		
31 3	08/20/12	08/21/12	730-8pm		730-8pm		:30			NM	2 \$1,110.00
Week: 08/20/12		08/26/12		11-----				2	\$555.00		
E 32 3	08/18/12	08/18/12	Saturday Prime		10-11pm		:30			NM	0 \$0.00
Week: 08/13/12		08/19/12		-----S-				1	\$830.00		
Spot Ch	Date Range		Description		Start/End Time	Weekdays	Length		Rate	Type	
1 3	08/13/12-08/19/12		Saturday Prime		10-11pm	-----Sa--	:30		\$830.00	NM	
<i>Credited</i>											
33 3	08/19/12	08/19/12	Sunday Prime		7-8pm		:30			NM	1 \$1,785.00
Week: 08/13/12		08/19/12		-----S				1	\$1,785.00		
34 3	08/15/12	08/19/12	Late News (M-F)		11-1135p		:30			NM	3 \$2,280.00
Week: 08/13/12		08/19/12		--111--				3	\$760.00		
35 3	08/20/12	08/21/12	Late News (M-F)		11-1135p		:30			NM	2 \$1,520.00
Week: 08/20/12		08/26/12		11-----				2	\$760.00		
36 3	08/18/12	08/18/12	Late News (Sa-Su)		11-1135p		:30			NM	1 \$515.00
Week: 08/13/12		08/19/12		-----S-				1	\$515.00		
37 3	08/19/12	08/19/12	Late News (Sa-Su)		11-1135p		:30			NM	1 \$515.00
Week: 08/13/12		08/19/12		-----S				1	\$515.00		
38 3	08/15/12	08/19/12	Late Night with David Letterman	1135pm-1237am			:30			NM	3 \$705.00
Week: 08/13/12		08/19/12		--111--				3	\$235.00		
39 3	08/20/12	08/21/12	Late Night with David Letterman	1135pm-1237am			:30			NM	2 \$470.00
Week: 08/20/12		08/26/12		11-----				2	\$235.00		
40 3	08/15/12	08/19/12	Late Late Show w/Craig Ferguson	1237-139am			:30			NM	3 \$210.00
Week: 08/13/12		08/19/12		--111--				3	\$70.00		
41 3	08/20/12	08/21/12	Late Late Show w/Craig Ferguson	1237-139am			:30			NM	2 \$140.00
Week: 08/20/12		08/26/12		11-----				2	\$70.00		
V 42 3	08/21/12	08/21/12	News Channel 3 News First @ 4p	358-5pm			:30			NM	2 \$560.00
Week: 08/20/12		08/26/12		-T-----				2	\$280.00		
V 43 3	08/21/12	08/21/12	Late Night with David Letterman	1135pm-1235am			:30			NM	1 \$235.00
Week: 08/20/12		08/26/12		-T-----				1	\$235.00		
V 44 3	08/21/12	08/21/12	Overnight Rotator		430-459am		:30			NM	1 \$35.00

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566678 /	07895031
<u>Contract Dates</u>	<u>Product</u>
08/15/12 - 08/21/12	Crossroads GPS
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							<u>Amount</u>
		Week: 08/20/12	08/26/12	-T-----				1	\$35.00		

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>	<u>Totals</u>	120	\$50,055.00
07/30/12 - 08/21/12	120	\$50,055.00	\$42,546.75			
Totals	120	\$50,055.00	\$42,546.75			

Signature: _____ Date: _____

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